

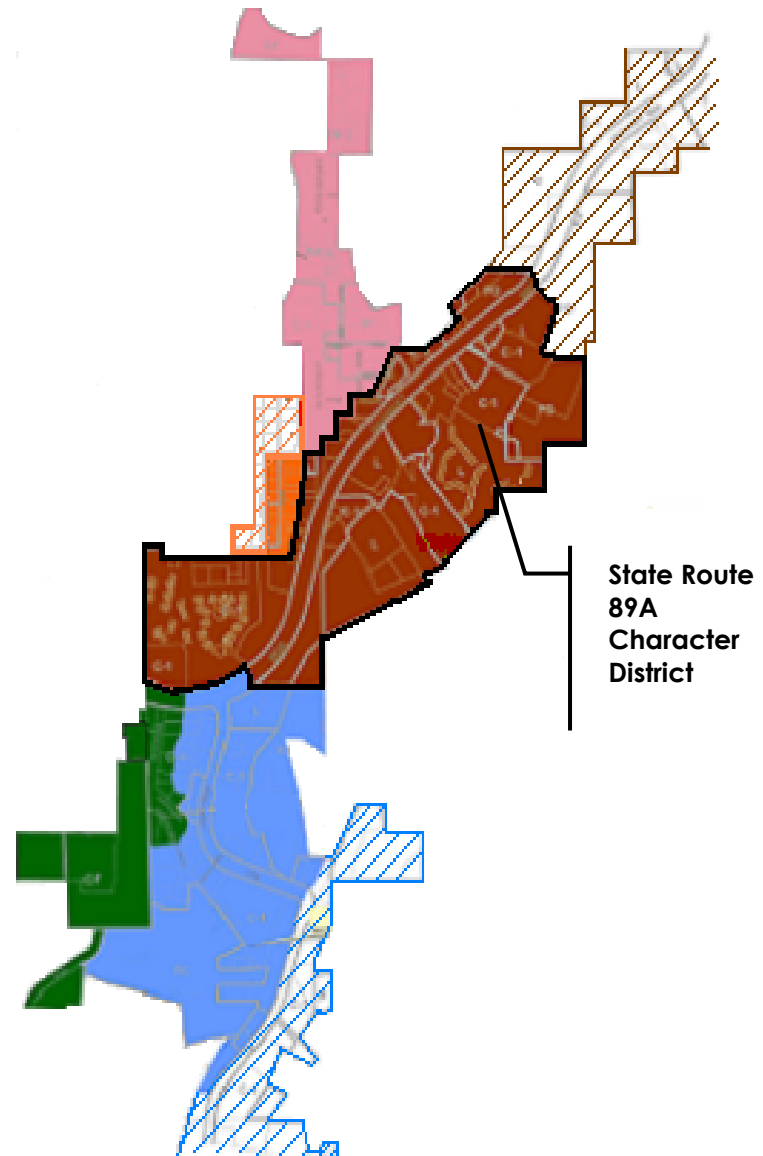
Chapter 3: State Route 89A Character District

3.1 Introduction

The State Route 89A Character District is located at the intersection of State Routes 179 and 89A. It is characterized primarily by pedestrian level retail, restaurants and lodging and has evolved into an identifiable district characterized by the Oak Creek corridor, State Route 89A, panoramic views, pedestrian friendly environments and human scale development. This district contains Sedona's historic small western town center and business district and is a popular stop for tourists. Many of Sedona's historic buildings from the 1940's and 1950's are located within this district and are now occupied by retail shops.

Character-Defining Features

- Territorial Style Architecture
- Local Vernacular
- Natural Red Rock
- Board and Batten Siding
- Wood Shingle Roofs
- Primarily One-Story Structures
- Pedestrian-Oriented
- Varying Building Setbacks Close to Sidewalk
- Panoramic Views
- Covered Walkways and Arcades
- Exterior "Dark Sky Friendly" Lighting
- Eclectic and varying architectural styles
- Defining storefront rhythm



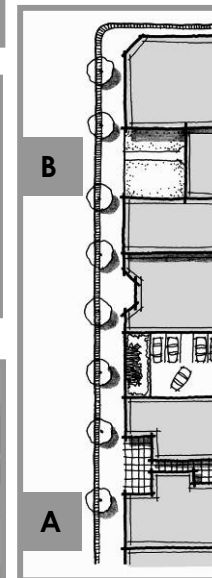
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3.2 Site Design

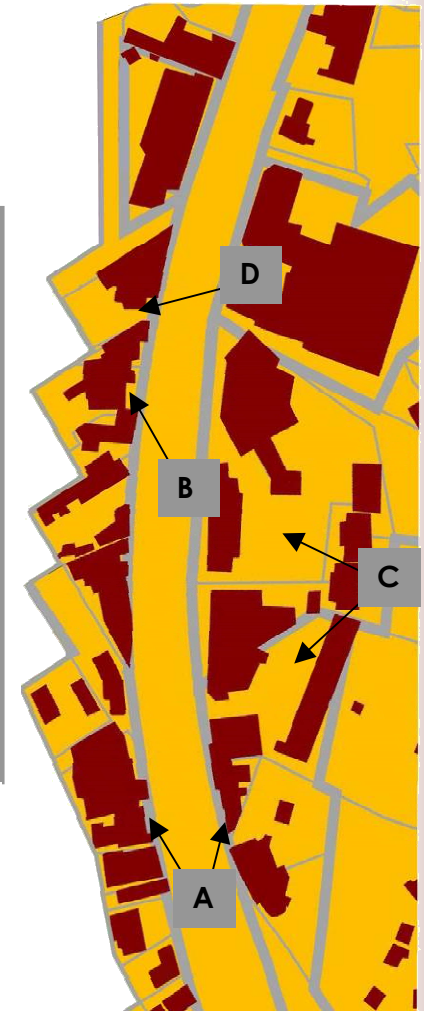
Buildings are generally built to the property line in the State Route 89A corridor and this uniform type of development has created a definitive storefront rhythm. This rhythm reinforces the relationship with the street and pedestrian environment and ties the street together visually, providing the pedestrian with a standard measurement of progress while walking. While this character district has a defining storefront rhythm and buildings are similar and/or complementary in scale, buildings also have distinct and different architectural styles, materials and colors that provide an incremental feel and eclectic mix/variety of character in the uptown area. Numerous individual storefront entrances and display windows line the sidewalk along the corridor, often with slightly varying setbacks, as compared to the auto-oriented mini-mall or strip style developments seen elsewhere.

3.2.1 Building Orientation

- Buildings along State Route 89A should be "sidewalk-adjacent":
 - *Sidewalk-adjacent* – Buildings are built to the front and side property lines to form a continuous line of active building fronts along the street avoiding excessive gaps. Parking is developed to the rear of properties. **(A)**
- Portions of a building's façade may be set back to provide areas for plazas, pedestrian paseos, outdoor eating areas, and small landscaped areas. The areas should



Sidewalk Adjacent



Existing pattern of
Highway SR 89A
Character District



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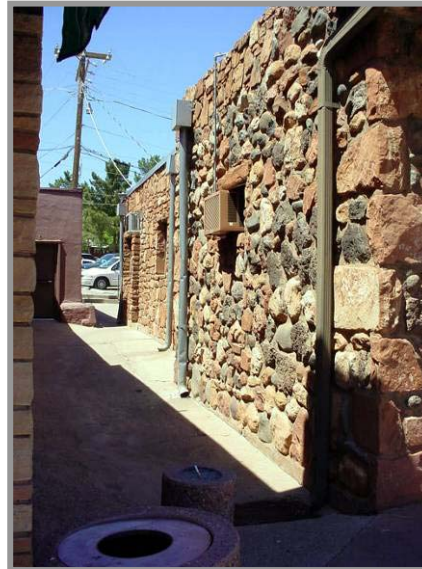
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incorporate outdoor furniture and amenities appropriate for the space. **(B)**

- Storefront entrances should be spaced no more than 50 feet apart to provide greater opportunities for social interaction and activity.

3.2.2 Parking

- Parking lots should be located to the rear of buildings wherever possible and screened by low walls and/or landscaping. Parking lots shall not be placed between a front property line and a building storefront. **(C–Page 3-2)**
- Parking lots should be broken up into smaller parking modules separated by landscaping.
- Pedestrian paths connecting parking areas and existing alleys to sidewalks are encouraged. **(D–Page 3-2)**
- Where possible, rear parking lots should be designed and located to create a contiguous flow so that vehicles can travel from one area to the other without having to enter the street. Adjacent parking lots should be interconnected when possible.
- Parking lot surface materials shall not detract from the surroundings and may be of natural rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.



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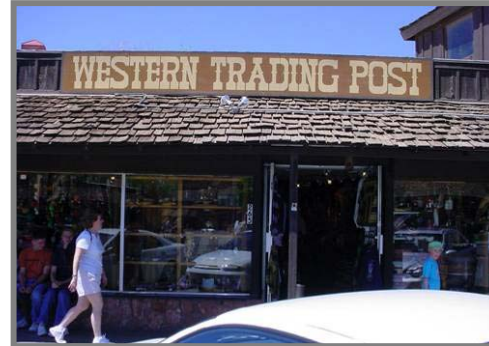
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- Parking lots should be softened through the use of trees, landscaped islands, potted plants, benches, and other amenities.
- Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/existing vegetation.
- If well screened and below-grade, parking structures may be appropriate at the rear of buildings. Building materials compatible with the district and dense canopy tree accents should be used to minimize visual impacts and lessen effects on existing ambience.

3.3 Architecture

Red rock buildings with covered walkways, colonnades, or arcades characterize the architecture of this district. Older buildings tend to reflect a local vernacular of materials and a “western” architectural flavor. “Territorial style” architecture is the predominant style for this district. Human/pedestrian scale development is a priority and buildings generally will not exceed one-story above the grade of SR 89A.

Natural red rock, board and batten, and wood shingles or non-reflective metal roofs should be the predominant building materials in all future construction and redevelopment along SR 89A. Incorporating river rock construction would be an appropriate use of materials along the Oak Creek Corridor.



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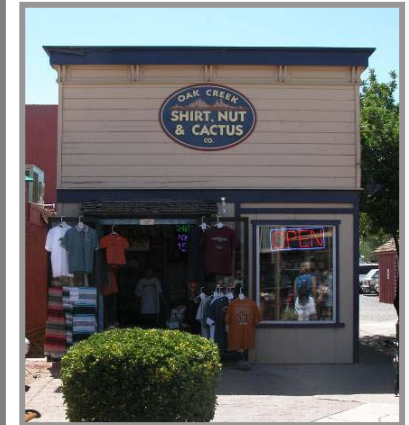
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3.3.1 Architectural Styles

While a predetermined architectural theme is not required of new/rehabbed structures, there are a number of architectural styles and forms that best fit the character of the area.

- Territorial building style is typified by a series of character-defining elements including: natural red rock, board and batten, shingles, and heavy timber.
- Other local architectural styles and “western” styles that have been historically used in Sedona are encouraged as long as the design incorporates natural stone and rough-hewn wood structural elements as major building elements.

Contemporary design interpretations will be considered if key attributes of the natural environment are used to guide the design. Creative interpretations of traditional design elements will be reviewed on a case-by-case basis.



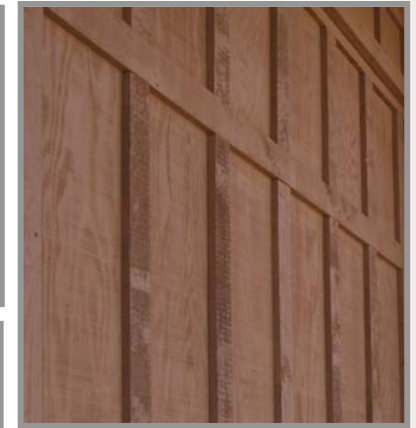
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- One-story buildings are preferred. New construction of more than one story should not visually exceed one-story above the grade of State Route 89A.

3.3.2 Building Materials

Materials consistent with local vernacular architecture, as well as indigenous to the area are desired (see photos). The following materials are preferred for the State Route 89A character district:

- Genuine "red rock" is the preferred building material in this district. Other native rock is also acceptable.
- Dimensioned cut red sandstone
- Board and batten siding
- If stucco is used, it should be limited and only used to complement the predominant architectural styles of the SR 89A character district.
- Horizontal wood siding
- Beams and timbers
- Treated wood shake roofs
- Non-reflective metal roofs



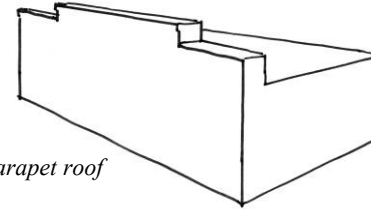
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3.3.3 Roofs

- Roofs may be flat or pitched. Territorial false front parapets may be appropriate on flat roofs.
- Visible portions of the roof should be covered with building materials appropriate to the architectural style.
- Varying appropriate rooflines and types will encourage visual interest as well as creating a transition between the natural environment and the building's mass.
- Any rooftop equipment must be screened from public view. Said screening method must be an integral part of the building's design.



Parapet roof



3.3.4 Architectural Details

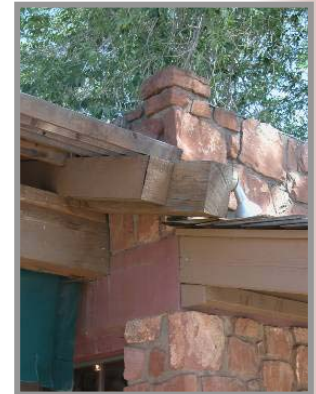
- Common horizontal elements (window height/width, and spacing) among neighboring structures should be maintained. Awnings or canopies can be used to establish this rhythm.
- A strong connection to the ground should be established through the use of low planter walls, trees and shrubs, railings, veneer banding, and other materials and textures



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- Where the façade is divided into distinct storefronts, it is desirable to cover portions of the façade with an arcade, but preferably not along its entire length.
 - The width of the covered arcade should be at least six feet from the exterior to the inside of supporting columns or piers.
 - Arcade columns and supports should appear thick and substantial enough to structurally support the overhead shed roof element. Local natural materials including red rock, wood, or a combination of both can be utilized.
- Down-directed, exterior lighting should be designed as part of the overall architectural style of the building.
- Exterior lighting should utilize warm colors, be as efficient as possible, and illumination levels should allow for enough lighting to maintain safety standards while not disturbing Sedona's dark skies.



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3.3.5 Storefronts, Windows and Doors

Although the storefront is only one of the architectural elements of a façade, in large part it is one of the most important elements. An appropriately designed façade creates and defines the pedestrian environment and contributes to the economic success of businesses.

Historically, the "Territorial" storefront had few decorative elements other than the simple details that were repeated across the face of the building (e.g. structural bays containing window and door openings, wood/concrete lintels, shed roof covered arcade, simple bulkheads) integrating the storefront into the character of the entire façade. Emphasis was typically placed on the multi-lite display windows and their contents. The rest of the storefront was designed in a simple manner, in order not to compete with the displayed items, but rather to clearly project the product or service being offered.

Traditional Main Street Sedona storefront buildings are small individual structures that accommodate a single business or larger buildings designed to provide space for two or more businesses, separated by masonry or heavy wood columns or piers forming distinct structural bays. This building type is designed with the visual emphasis consistently placed on the storefront area and its display windows, versus upper story facades (if existing) that are characterized by vertical windows and board and batten parapets.

There are a number of design elements that can help to achieve a traditional storefront design that enhances the experience of the pedestrian, while also meeting important functional needs.



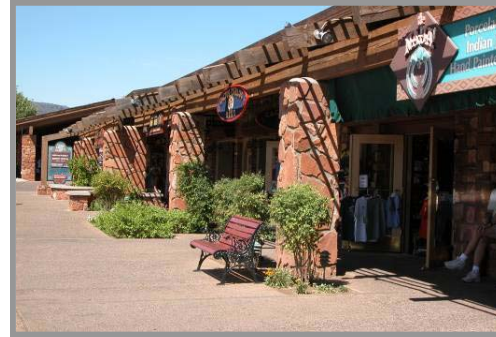
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General Design Features

- In keeping with the scale of the district, new buildings should be articulated into a series of "structural bays" or storefronts segmented by a series of columns or stone piers. (See figure on page 3.10.)
- Building recesses are encouraged to define courtyards, entryways, window openings, etc. along a building's exterior to create a visually exciting environment.
- Buildings on corners should include significant storefront design features on wall areas visible from pedestrians.
- Bulkhead materials shall be red rock, wood, and/or other local materials from the surrounding environment.
- The number of building materials used on a storefront should generally be kept to a minimum for simplicity of design.

Entries/Doorways

- The main entry to a store, lobby, stairs, or central corridor, should be emphasized at the street to announce a point of arrival in one or more of the following ways.
 - Columns flanking either side of a door.
 - Recessed within a cased decorative opening.
 - Decorative fixtures or other details.



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- Recessed entries sheltered by a covered arcade structure, canopy, or awning are encouraged. Overly deep recesses (over 5 feet) should be avoided as they are generally inconsistent with "Territorial" style architecture.
- Corner buildings should utilize a prominent corner entrance to street level shops and/or lobby consistent with the details above.
- Doors to retail shops should contain a high percentage of glass in order to view retail contents.
- Doors can be accentuated with simple details such as handsome brass door pull, brass kickplate, or at an attractive painted sign.
- Where visible to pedestrians, rear entrances should receive some level of architectural and storefront detailing.

Windows

- Window design, while maximizing display space, should be sympathetic to and compatible with the façade theme.
- Storefront windows shall be no closer than 18" from the ground. By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized and light spill outward from interior ceiling fixtures is minimized.
- Use of clear glass (at least 88% light transmission) is recommended.



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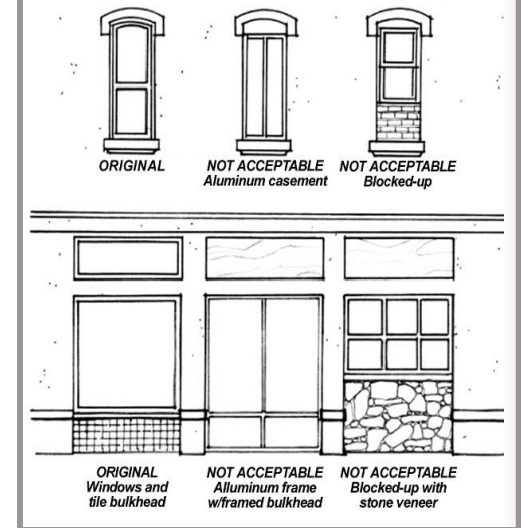
- Contemporary floor-to-ceiling glass display windows are discouraged.
- During renovation of historic structures, original styles of windows should be maintained wherever possible. Original windows were generally wood windows that were either fixed, double-hung, or casement. Lintels were often composed of concrete.
- Any change in location or size of windows that alter the architectural rhythm or character of the original window is discouraged.
- Permanent, fixed security grates or grilles in front of windows are discouraged.

Awnings and Canopies

- Where structural arcades do not exist, awnings can provide the opportunity for color and visual relief as well as protecting shop windows from intense direct sunlight.
- All awnings should relate to the window or door opening. Square (shed) awnings should be used on rectangular windows.
- Awnings should have either a single color or two color stripe. Lettering, trim, and the use of additional colors will be considered sign area. White or bright colors shall not be used.
- Glossy, shiny plastic, aluminum or similar awning/canopies material detract from SR 9A's historic character and are not allowed.



Window Replacement



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3.4 Landscaping & Amenities

Landscaping and site amenities (e.g. in plazas, public spaces, pedestrian paseos) provide identifying elements. Landscaping and amenities should be complementary and supportive to the natural and built environment. Pedestrian areas for relaxing or outdoor dining will benefit greatly from landscaping, shade trees and amenities. Public spaces should clearly communicate that all members of the public may occupy. Successful public spaces will also act as well defined transitions from street to sidewalk and from building to building.

3.4.1 Landscaping

- Landscaping should generally reflect a high desert, small western town theme along the highway, while a more riparian landscape would be suitable on creek fronting properties.
- Landscaping directly adjacent to SR 89A and other roadways is strongly encouraged to be of higher density and more maturity to enhance attractiveness.
- Hillside landscaping should include the necessary provisions to minimize erosion.
- Native and drought-tolerant trees, shrubs, flowers, and other landscaping materials are encouraged.
- In selecting appropriate plant materials, also consider materials that provide diversity in foliage colors, seasonal changes, scent, and floral design.

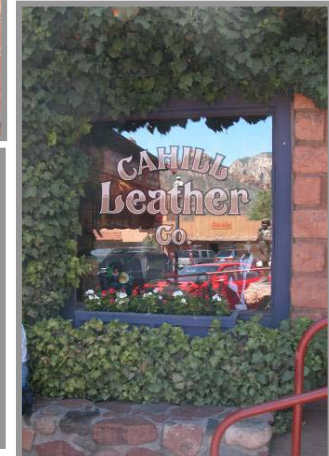


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- Potted plants in a red rock, terra cotta, clay, or wood planters are recommended to enhance sidewalk shops, public spaces and other pedestrian areas.
- Window boxes are also encouraged to add visual interest to and enhance storefronts.
- Red rock planters that integrate seating areas on the perimeter are encouraged.
- Vines and climbing plants integrated upon building perimeter gardens and building walls are strongly encouraged to break up flat surfaces, erosion control, and to reduce glare and heat buildup.
- Natural rocks and boulders consistent with local geology are encouraged in landscaped areas to add interest and variety, and should be grouped in a manner that reflects the natural rock outcroppings in the area.
- Landscape materials are encouraged to help screen parking, storage areas, or trash receptacles adjacent to a public street or pedestrian area.

3.4.2 Walls and Fences

- The use of low rock walls to accommodate the changes in grade is encouraged.
- Low walls and fences are also encouraged to screen parking areas, refuse and equipment and to separate public and private space.



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- Chain link fencing, security fencing and razor wire are not permitted.
- Preferred materials include red rock and wood.

3.4.3 Public Spaces and Amenities

- Plazas, courtyards, and pedestrian paseos are strongly encouraged and should be visually and physically accessible from the public sidewalk.
- The location of site amenities should not interfere with pedestrian movement.
- In addition to landscaping, public spaces should include a variety of appropriately designed pedestrian amenities that may include the following:
 - **Benches and seating** of natural red rock and wood are encouraged. Creative benches, as well as rock planters with integrated seating are encouraged.
 - **Site furniture (chairs, tables, umbrellas)** should be simple in design and not detract from the surroundings. They should be designed and placed to maximize shade areas while also maintaining overall site visibility.
 - **Wind resistant umbrellas** are encouraged to create shade areas and minimize heat build up. Low reflective, fabric or synthetic materials without advertising or logos are appropriate. Muted colors in single or two-tone are



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encouraged. White or bright colors shall not be used.

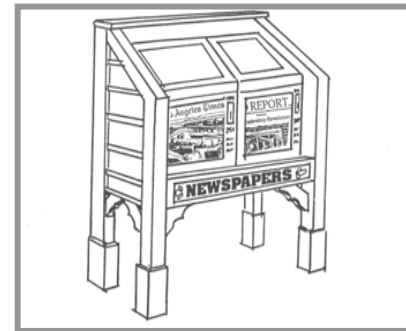
- **Trash and recycling containers** should be appropriately sized and located not to interfere with pedestrian circulation or design and should be enclosed in a red rock or other local natural materials enclosure.
- **Cigarette receptacles** should be located in open environments and should be enclosed in a container that blends well with its setting.
- **Bicycle racks** are encouraged and should be located in areas that do not conflict with pedestrian and/or vehicular movement. The design of the racks should complement the environment where it's located and may function as a work of art incorporating functional artistic elements.
- **Kiosks** directing pedestrians to local amenities, displaying community information, and providing other amenities should be considered as an important element of any larger public space design. Kiosks should incorporate architectural details of red rock and heavy timber.
- Identifiable **decorative paving** that helps to add visual interest and a sense of place is encouraged.
- **Drinking fountains** housed in simple and easily identifiable design which blends



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with the surrounding environment and reflects historical building materials. Multi-use fountains with “pet” drinking bowls are encouraged.

- If appropriate, low level, **decorative lighting** should provide appropriate nighttime visibility for safety and pedestrian movement as well as providing accent detail. Wall mounted exterior sconces may also be appropriate.
- **ATM machines** should be located in highly visible areas without visually detracting from the site and impairing pedestrian circulation and, should ideally incorporate red rock or other local natural material in housing the machine or its foundation. ATM machines should be installed within a building wall or within a multi-functional kiosk, rather than freestanding units.
- **Public telephones** should be housed in simple and easily identifiable designs that blend with their surroundings and reflect historical building materials.
- **Magazine/news racks** should be located in enclosures that reflect their surrounding environment and should not affect pedestrian circulation. They should be grouped together in a “cluster” style and shall not be located as stand alone racks.



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- **Public art/design features** that invite participation and interaction in public spaces are encouraged. Design features should add local meaning, interpret the local culture, environment and/or history, and capture or reinforce the unique character of place (interpretive features and signs, sculptures, etc.).
- **Murals** shall only be allowed on building walls that are visible from interior courtyards and alleys. Murals shall not be readily visible from public rights-of-way. Murals shall not include commercial advertising of any kind. Murals shall reflect the local environs and/or history reinforcing the unique SR 89A character district.



3.5 Commercial Signs

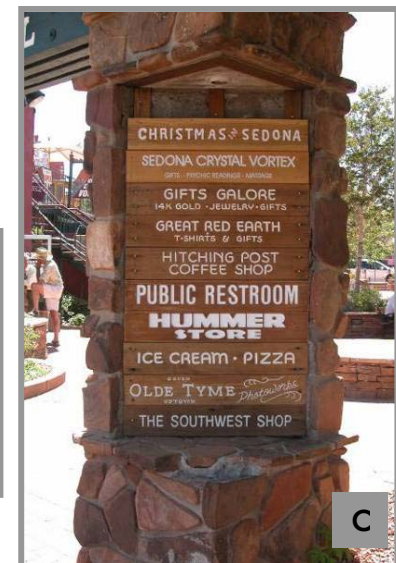
Low-level, pedestrian-oriented signage characterizes the State Route 89A character district. Well designed and placed signs can communicate their message without attempting to compete for attention through the use of garish colors, oversized design, or an overabundance of signs in the same location.

3.5.1 Sign Materials

Sign materials should be selected with consideration for the architectural design and materials of the building's façade. Appropriate sign materials may include:

- Wood (carved, sandblasted, etched, properly sealed and painted or stained).

See next page for alpha keys



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- Tile (painted, sealed, inlaid tiles).
- In certain cases, metal may also be appropriate (formed, etched, cast, engraved, and properly primed or factory coated to protect against erosion).
- Red rock is encouraged as a base/foundation material for monument signs.
- Decorative iron brackets or wood are preferred for sign hardware support.

3.5.2 Appropriate Sign Types

The following sign types are preferred for the State Route 89A Character District.

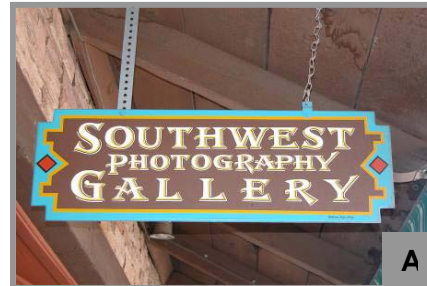
- Small-scale, pedestrian-oriented **Hanging Signs** are encouraged where overhangs exist. **(A)**
- **Wall Signs** should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. **(B)**
- Low-scale, **Monument Signs** are encouraged to identify multi-tenant shopping centers or larger businesses. Multiple monument signs along the corridor identifying individual businesses are discouraged. **(C-Page 3-21, 3-22)**
- Pedestrian-oriented **Projecting Signs** are encouraged to identify individual businesses. **(D)**



A



A



A



B



B



C



C

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- **Window Signs** are encouraged if limited to the business name and a brief message identifying the product or service (e.g. "candy", "gifts"). **(E)**

Where awnings exist, **Awning Signs** are appropriate to identify the business if signage is located only on the awning valance. **(F)**

